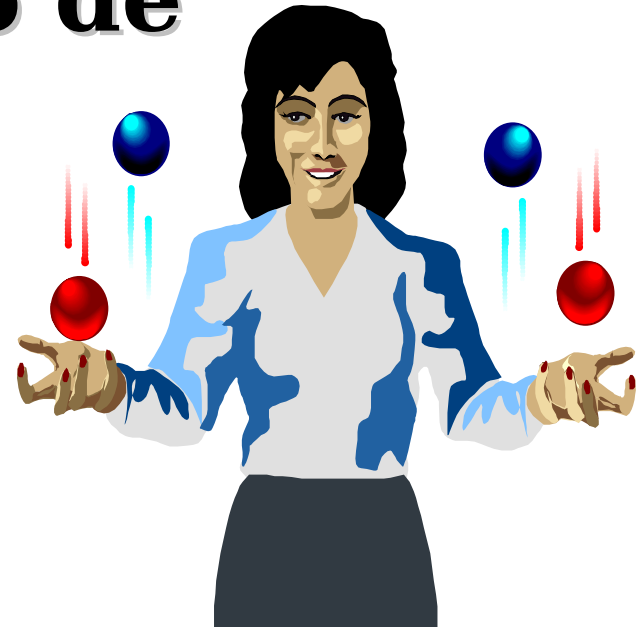


CRIATIVIDADE

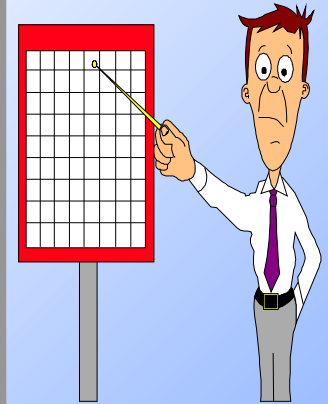
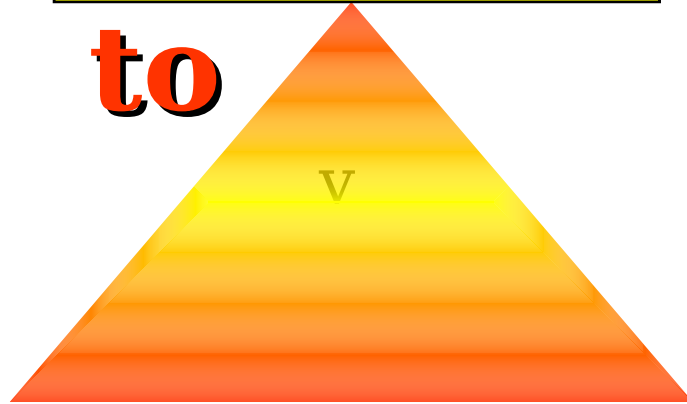
**Privilégio de
Todos**



**O QUE É PENSAMENTO
CRIATIVO?**

Orçamen

to



MAR MAR

MAR MAR

MAR MAR

MAR

DEIXAR

BO-LA

APLAUS
O

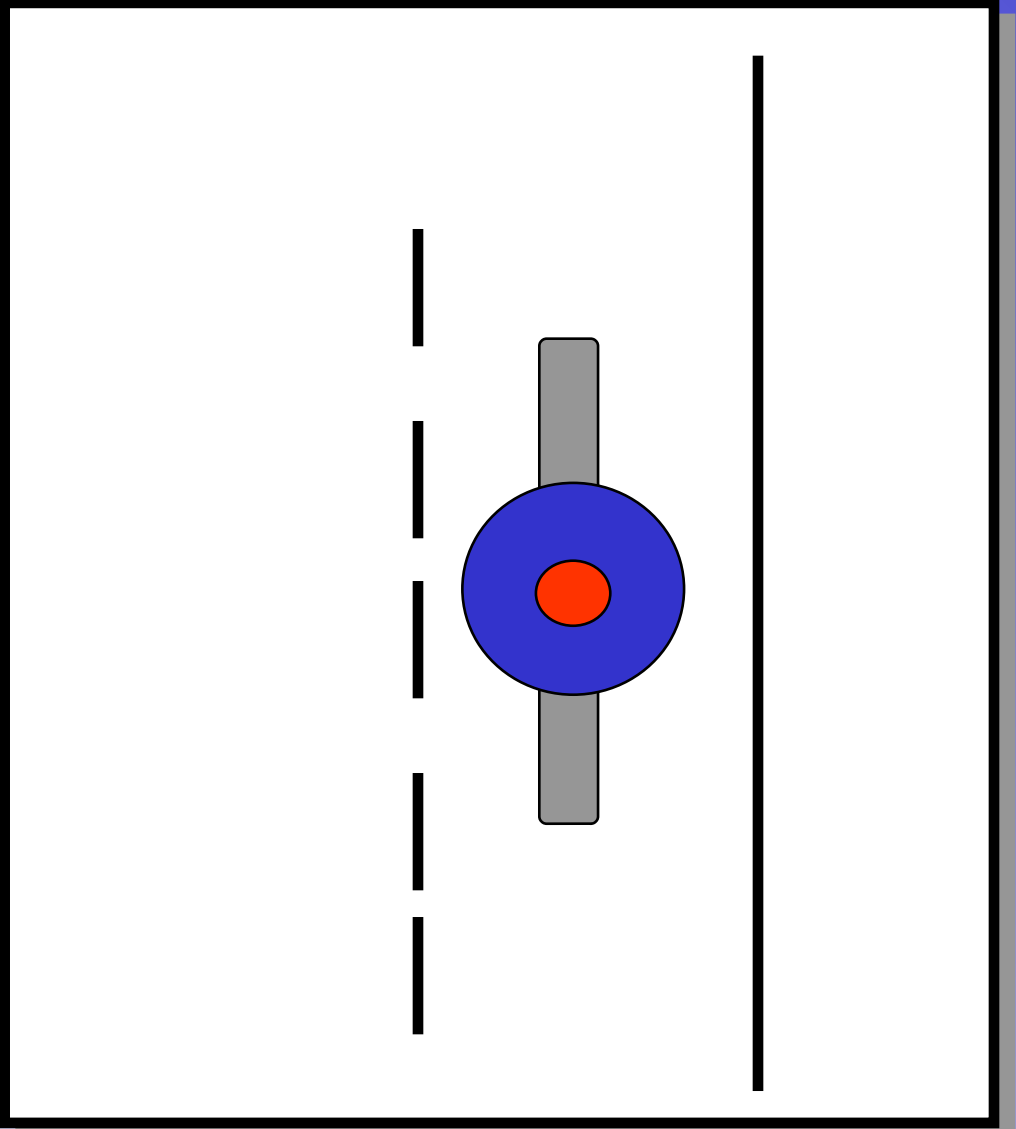
ESTAR
SITUAÇÃO

C-A-S-A-L

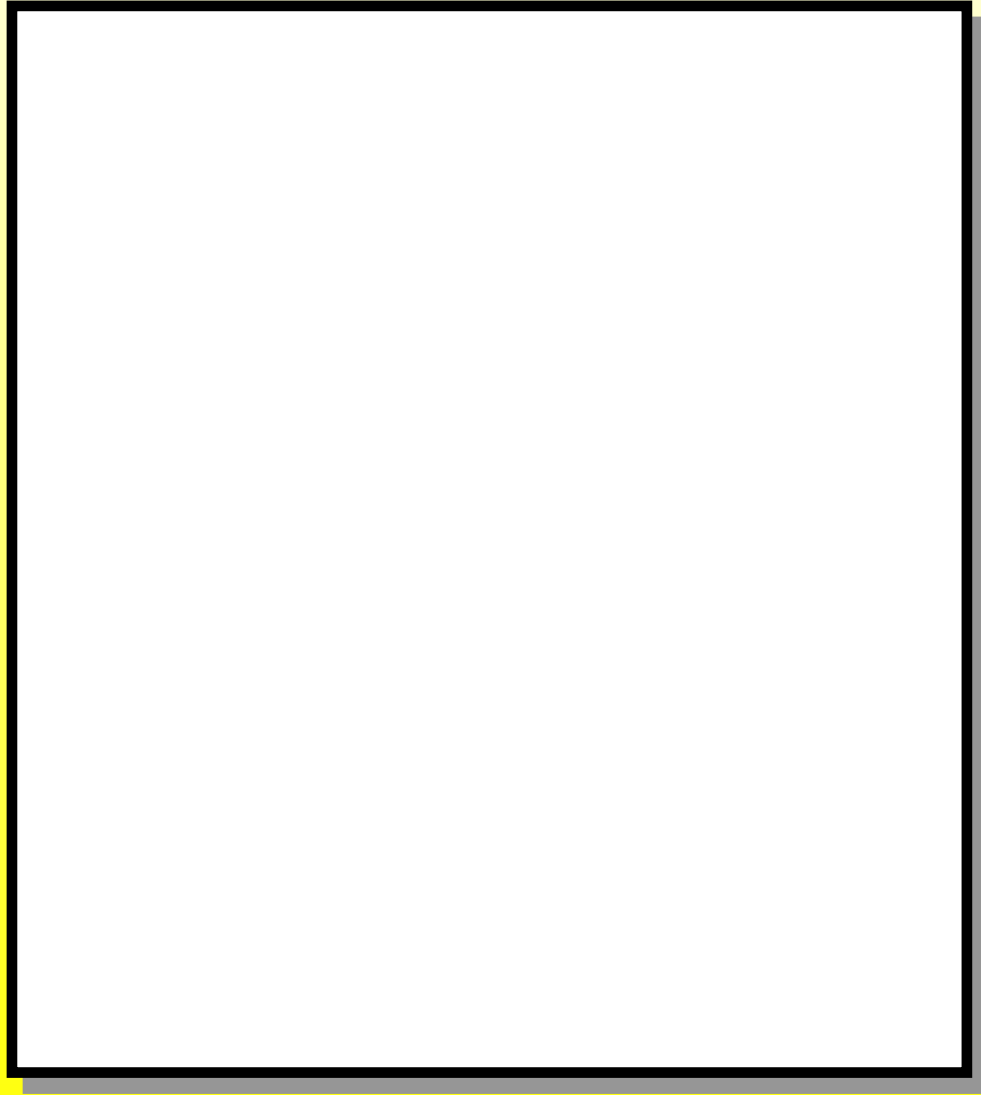


VID

A

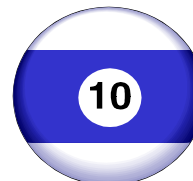
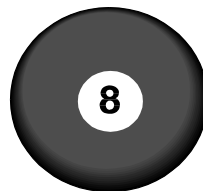
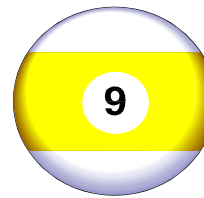
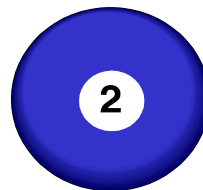
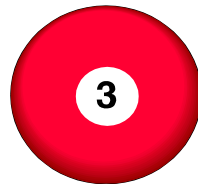
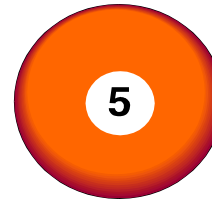
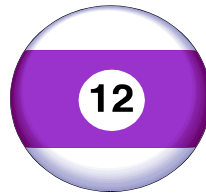
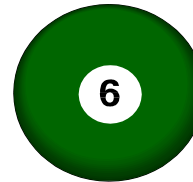
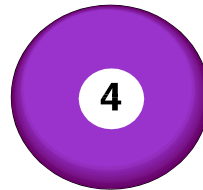
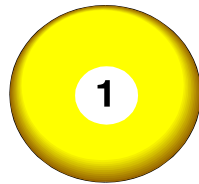


POR

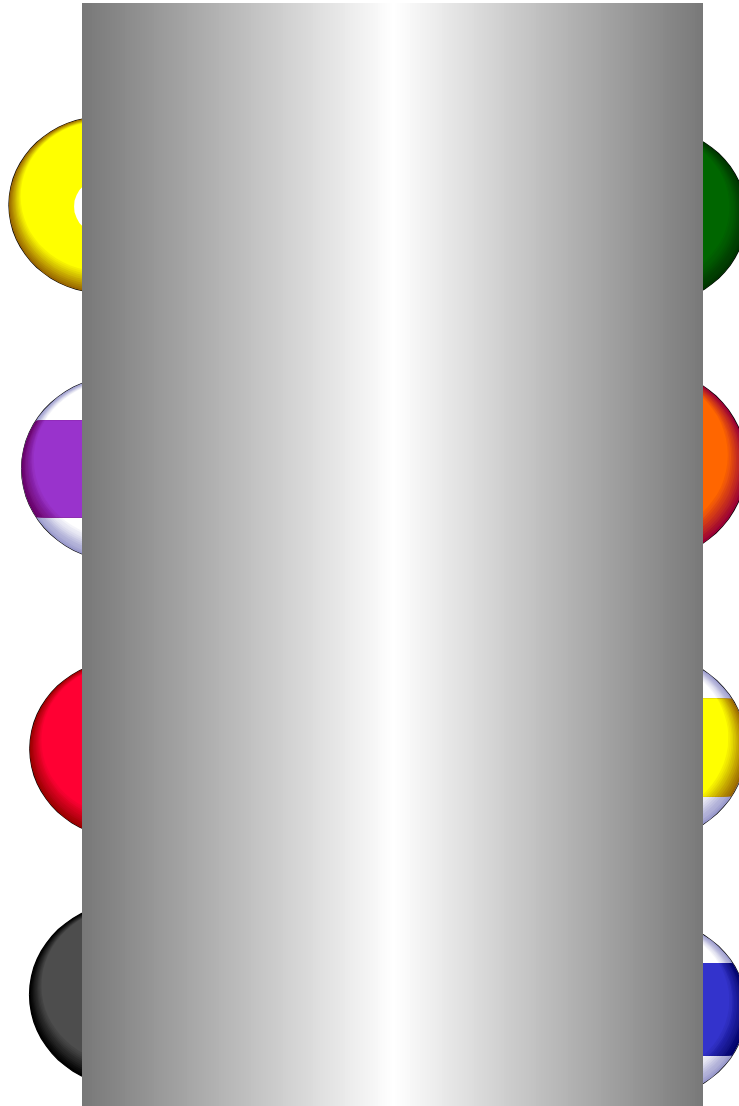


CÃO CÃO CÃO CÃO
CÃO

LIGUE TODAS AS 12 BOLAS COM CINCO RETAS SEM TIRAR O LÁPIS DO PAPEL

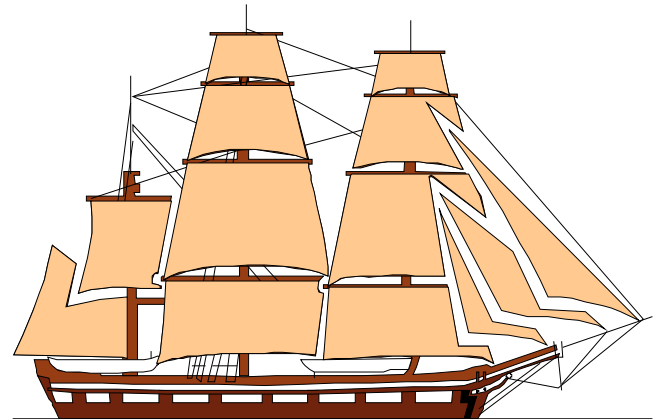
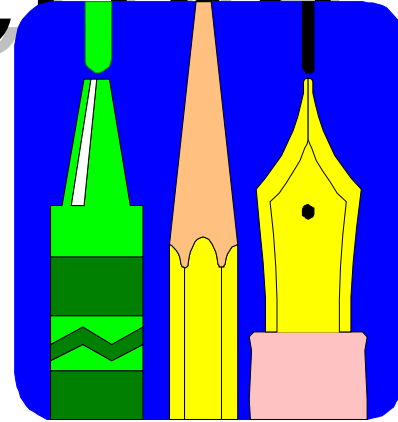


UNIR AS 12 BOLAS COM UMA RETA



Mude de perspectiva

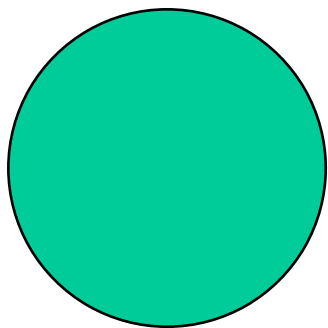
- **Atenção**
- **Qual são os três erros nessa sentença?**
- **Pedro Álvares Cabral descobriu o Brasil pensando que fosse uma ilha.**



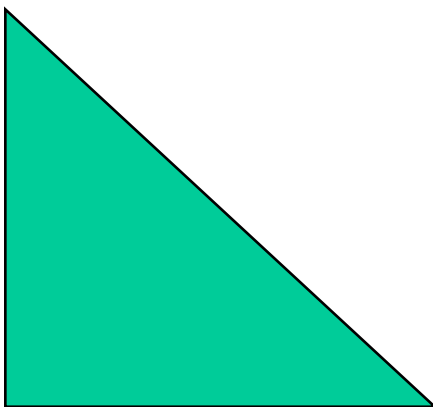
BLOQUEIOS MENTAIS

- Isso não tem lógica
- Siga as normas
- Seja prático
- A Resposta certa
- Evite ambigüidades
- É proibido errar
- Não seja bobo
- Eu não sou criativo.

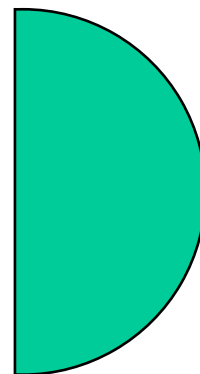




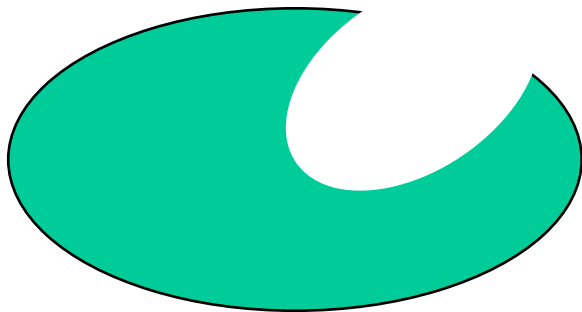
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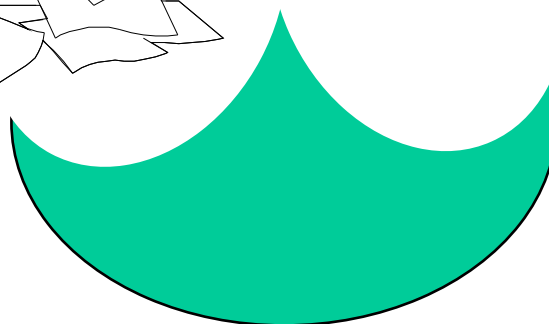
B



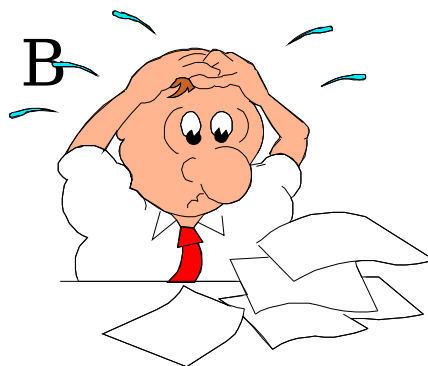
C



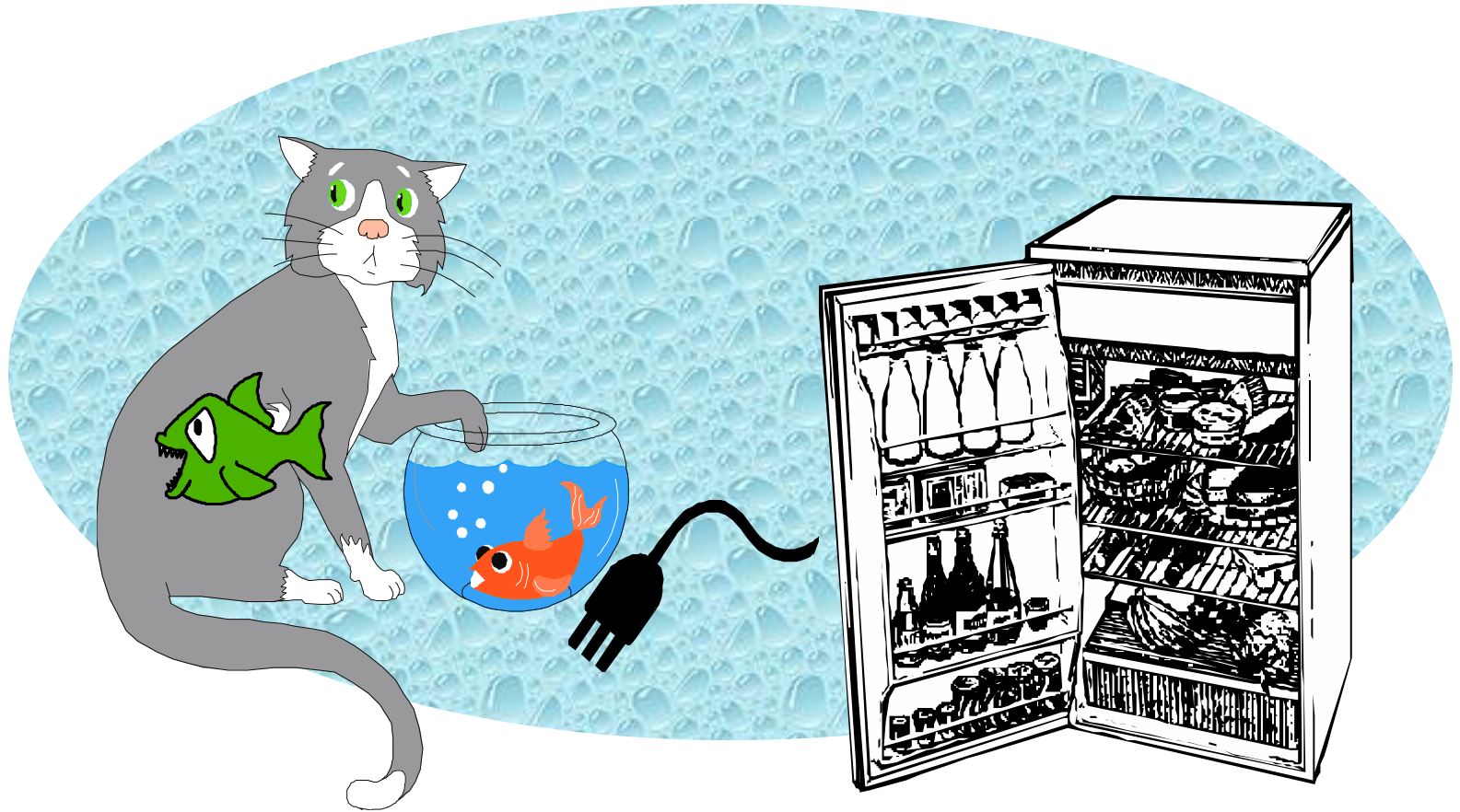
D



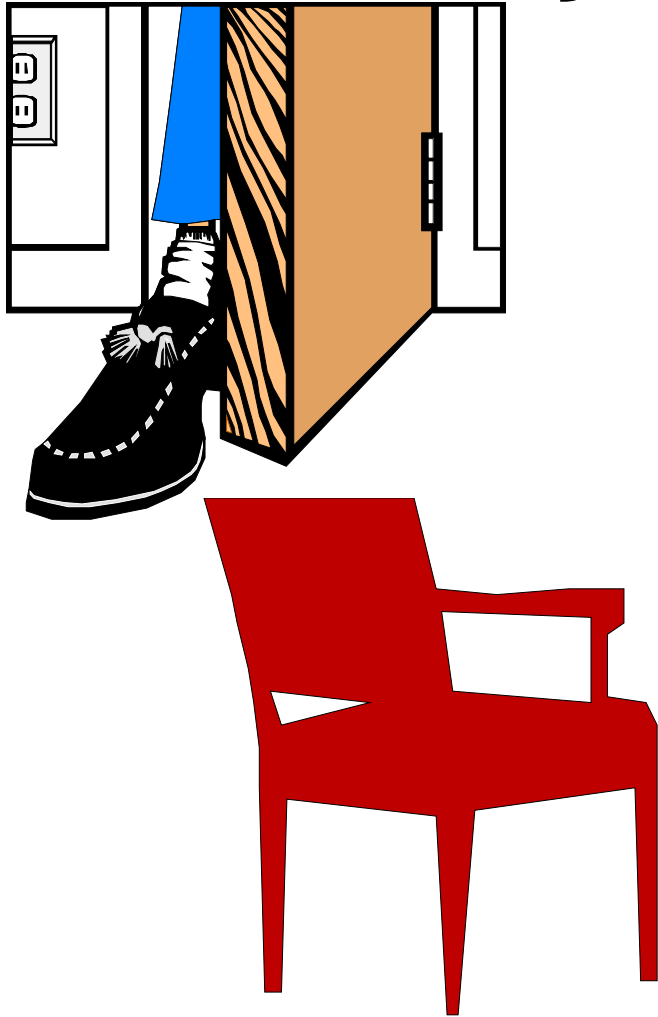
E



PENSAMENTO DIFUSO X CONCRETO





PADRÕES: AS REGRAS DO JOGO



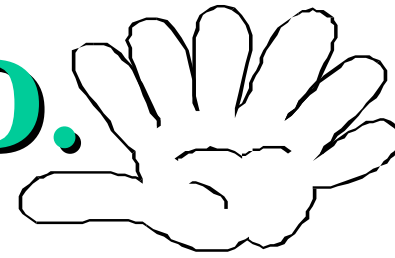
- **1, 4, 9, 16, 25, 36, 49**
- **Árvore**
- **Bolinhas coloridas**
- **Peru**
- **Presépio**
- **Presente**

DESAFIANDO AS REGRAS

- “Todo ato de criação é, antes de tudo, um ato de destruição”  Picasso
- A lenda do nó de Górdio. 
- Estabelecemos normas com base em razões que fazem sentido.
- Seguimos estas normas
- O tempo passa e as coisas mudam, mas continuamos a seguir as normas.
- Q W E R T Y U I O P

4 SEJA PRÁTICO.

E SE...



SEVEN

- Perguntar “e se” é um modo fácil de fazer a imaginação deslanchar:
- E se os animais se tornassem mais inteligentes do que os homens?
- E se as pessoas não precisassem dormir?
- E se o homem vivesse 200 anos?
- E se a gente tivesse sete dedos em cada mão?

(Agora procure respostas)



Evite ambigüidades

**B S A E N I S L A E N T R A A
S**



Faça a seguinte pergunta quando estiver em busca de novas idéias:

• Isso pode ser interpretado de outra forma?

B S A E N I S L A E N T
R A A S



E
PENS
DIFEREN
TE



E



TE



ESQUERDA

O

Advogados

Médicos

Cientistas

Engenheiros...

- Lei

- Ordem

- Razão

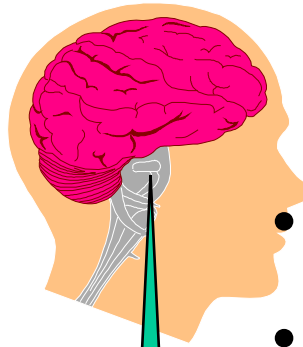
- Matemática

- Ciência

- Disciplina

- Conquistas

- Lógica



DIREITA

O

- Beleza

- Sensibilidade

- Brincadeiras

- Sentimentos

- Imagens mentais

- Percepção

- Intuição

Músicos

Pintores

Poetas, etc.